

ABSTRACT

A television delivery system is disclosed having an operations center that packages programs, generates program control information, and sends the programs and control information to a subscriber. The system also includes a set top terminal associated with the subscriber that receives the television signal and extracts from the signal individual programs for display on a user's television associated with the terminal. The terminal receives a selection of a program or interactive feature from an interactive electronic program guide displayed on the television. An interactive electronic program guide is disclosed for use with a television delivery system. The guide includes a plurality of interconnected menus having display information. The guide also includes a cursor controlled by the user input device for sequencing through the menus and selecting a menu item. The menus include an introductory menu displayed when the guide is started, a main menu that allows access to program submenus and interactive submenus, and during program menus. The during program menus include both overlay menus that are displayed during a program and hidden menus that are not displayed. The interactive features of the guide include a logo displayed during a program indicating that interactive features are available for the program. Upon user selection, a menu of the interactive features is displayed during the program as an overlay window. Interactive features include, for example, additional information related to the program, quizzes, facts, etc. Upon selection of an interactive feature, the feature is displayed in a menu during the program.